

FAMOUS PLAYERS THEATRES

NATIONAL

Ballyhoo

COMPILED AND  
EDITED BY  
DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

VOL. 1 - NUMBER 7

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### IT'S SPRING AGAIN

Don't let the weather fool you, fellows ... Fasten those fur-lined earmuffs and take another gander at your calendar ... Can't be? It sure can, and is May ... and that can only mean one thing. In spite of the weatherman's double-cross we're right in the middle of Spring. Chilly, ain't it?

In the Spring a theatreman's fancy should turn to what he should have been thinking about all winter ... the proper maintenance of all the physical aspects of his theatre property. Spring always suggests rebirth ... an awakening, a coming to life. So how about it? Let's live a little, and let's inject some signs of life into the theatres we're responsible for.

Slip into a pair of coveralls, fella ... and let's make a complete tour of your theatre. How's your projection booth? Kinda sloppy, and not too clean? Clean it up. On the way down, with all the houselights on, take a good look at the seats, at your floor, walls and ceiling. Everything in good shape? Nice and fresh? So, you don't have to worry. Well, maybe a spot here and there can stand a little retouching, eh? And how about your stage area, the basement and boiler room? Sorta messy, huh? Loaded with trash, and just plain garbage. How'd it ever accumulate? Well ... let's get rid of it, now. And, guess a coat of whitewash on the walls and ceiling of your boiler room would help a little, what?

Now let's step outside. The soffit of your marquee seems to have peeled over the winter ... looks a little bedraggled. Get some paint, man ... and while you're at it, spread a little on the exit doors and your display frames. Maybe the interior of your boxoffice can use a little too. And those dead bulbs ... what an eyesore they can be. Let's replace them today, huh? Oh yes ... those interchangeable letters can stand refinishing too.

Guess you get the idea now fellows. It's Spring, and time to freshen up the appearance of your property. Don't wait for George to do it ... he may never get around to you. Roll up those sleeves and dig in. You've always prided yourself on being a good housekeeper ... So O.K. now's your chance to prove it. Spring is here NOW ... Don't wait for the middle of summer to do your spring cleaning.

D.E.K.





## IN THE MONEY

In our last issue we promised to hand out some prize money ... so, here we go. Those who have been reading our bulletins will agree, I am sure, that the judging panel did an excellent job of selecting the prize winning entries from the mass of material on hand. Our sincere congratulations to the following ... winners all ... for a really outstanding job of merchandising, serving and saving.

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- \$35.00 - Bill Burke of the Capitol in Brantford for one of the most comprehensive selling jobs we have seen in a long time. We refer of course to his LONE RANGER campaign.
- \$35.00 - To another veteran showman, Ivan Eckery of the Orpheum in Vancouver. The reason ... bet you've guessed already ... Of course, the terrific job he did with his Rock 'N Roll shows.
- \$25.00 - Goes to Jimmy Cameron at the Capitol in Fort William, and in case you're curious ... It's for as fine a promotion as has been reported in these pages ... his Teeners' Fashion Show.
- \$20.00 - On its way to Les Mitchell of the Capitol in Welland ... for persistence which paid off in a saving of \$40.00 and more each month in his hydro bills.
- \$15.00 - Goes to Bob Harvey, head man at the Capitol in North Bay ... for the two scrap books loaded with evidence of his terrific selling of ROSE TATTOO.
- \$15.00 - To Bill Cullum who hangs his hat at the Regent in Ottawa, for persistent efforts which resulted in a continuous sale of F.P. Books of Tickets to his local newspaper, for use as an incentive for their carrier boys.
- \$15.00 - Goes to Jack Heaps of the Metropolitan in Regina, for a swell promotion with General Mills on his LONE RANGER date ... which resulted in packed kids' early shows.
- \$15.00 - Is in the mail to Walter Bennett of the Capitol in Vernon ... for a really grand selling job on AFRICAN LION, which included a merchant-sponsored full page in his local daily, which Walter used as the basis for a colouring contest for his juvenile customers.

### PRIZES (cont'd)

- \$10.00 - Goes to Freeman Skinner of the Paramount in Halifax for a really fine full-page co-op with a local jeweller on his date on FOREVER DARLING. Jeweller paid the full cost.
- \$10.00 - To Ralph Mitcheltree from the land of the Stampeders ... Capitol, Calgary ... for an outstanding job of selling on his RANSOM date. Ralph covered every possible angle; and even tossed in some new ones of his own.
- \$20.00 - Split down the middle, to Frank Sabatini and Gordon Carson for the terrific job they did in promoting a special juve show at both the Lake and Fort in Fort William. They worked together on this one, and jammed both houses.

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Well ... that's our prize list fellows ... how you like? If your name doesn't appear, well, t'ain't our fault. Maybe you just haven't been interested enough to submit evidence of your efforts ... or perhaps the effort has been just a little bit on the minus side. YOU be the judge.

I might mention that these prizes do not cover entries which are published in this current issue, so don't get hot fellows, huh? Yours will be submitted at the next sitting of the awards panel.

And guys ... if you don't send in material there is no way in which we can judge your selling activities. We just can't lift a paragraph out of an isolated manager's weekly letter and accept that as your entry. Be reasonable, will you, huh? For YOUR sake I mean.

We will still award prizes for Serving, and Saving as well as Selling ... so, get on your horse, willya ... and let us know exactly what you are doing along those lines. It could be worth plenty of extra moolah to you.

I hate to harp on this ... but there are so many of our guys who still don't feel it important enough to contribute to these pages, that at times it gets a little disheartening ... And ... it doesn't help their cause any either ... believe me.

So ... starting NOW, and I know I'm sticking my neck away out ... how about an entry from EVERY ONE who receives a copy of our bulletin? Surprise me fellows, huh?

Anyway ... once again, congratulations to our winners, and here's hoping there'll be lots more in an early issue. Be seen' you.



### JIMMY NAIRN HONOURED

At a crowded dinner meeting on Tuesday, April 24th, our own Jimmy Nairn was presented with the most coveted award in all of Variety, the tent's Heart Award, for outstanding service to our Heart Activities in 1955. This public tribute to Jimmy, in my opinion, was long overdue, and represents the thanks of the barkers for his outstanding efforts during the eleven years the club has been in existence.

Congratulations James ... from all of the members of our Famous family from coast to coast. We're just as proud of this honour which was bestowed upon you as though we ourselves were the happy recipients. You have grown taller and taller over the years by stooping ever so often to lend a hand to a stricken child. We know that you will grow taller still in the years to come.

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### J.J. FITZGIBBONS - BIG BOSS

At the same meeting a special honour was conferred on our B.M. Mr. Fitzgibbons, who was named BIG BOSS of the tent which he founded away back in 1945, and which he has seen grow from the baby tent in the International network, to one of the outstanding and most respected service organizations in the world.

Mr. Fitzgibbons was presented with an engraved gold card bearing his new title, and his name will always head the list of officers on the tent's stationery.

Incidentally, and as a matter of information ... Mr. Fitzgibbons was acclaimed winner of the first Heart Award of the tent, in 1949.

Guess we've got plenty to be proud of in our company, eh fellows?

### GET WELL MAC

Angus MacCunn, genial secretary-treasurer of our company has been confined to his bed the past few days. One of those crazy Flu bugs had wormed its way into his system and knocked him out cold. Take it easy Mac, and get well quick. We miss you around here.

Incidentally ... Mr. and Mrs. MacCunn celebrated their twenty-fifth wedding anniversary during the week ... on the 25th of the month to be specific. Seems to me that's the same date that the Callendars celebrated theirs. Congratulations folks, and, hope we'll all be around on your fiftieth.

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### ASSISTANT HONOURED

Miss Orma Johnson, assistant to Fred Tickell in Medicine Hat was honoured by being elected to the presidency of the local QUOTA CLUB. This is considered quite an honour in these parts ... and our very sincere congratulations to Miss Johnson.

## ADVERTISING ASSISTS

Seems that some of you fellows still aren't too familiar with what is meant by an advertising 'assist' which is shared by a distributor on certain specific pictures. Our publicity dept. gets together with the advertising department of the distributors, and between them they agree that certain attractions should get the benefit of additional advertising expenditures. Believe me it isn't always the easiest thing in the world to convince a distributor that he ought to spend money ... but quite often we do. Certain sums are agreed on, over and above your normal budget, and you are so advised. The figures aren't just pulled out of thin air ... they are very carefully calculated, and the distributor shares in our costs over and above normal budgets, in proportion to the film rental.

It is important that you follow the instructions sent out by Bud Barker each time you receive advice of an 'assist' ... not only in regard to submitting tear sheets, duplicate invoices etc. to our statistical department, but also as regards actual expenditure of the funds made available to us.

Only last week one manager was advised of such an assist, which in his case came to a total of \$145.00. He was even told where and how to spend it. But ... he was smart, and wanted to show us that he knew how to save money. So-o-o ... he spent the grand total of \$30.00 ... and the picture, one of our big ones, fell flat. That really makes sense ... doesn't it? And did we have to do a lot of tall explaining. All I know is that the next time we apply to this particular distributor for help in this situation he's going to think twice before giving us the green light.

Smarten up guys ... We're every bit as interested as you are in economic operation; but sometimes you have to spend a buck to get back two, or three. We know what we're doing at this end. Show us that you do too, huh?

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## THE NAKED SEA

Take a quick glance at your booking sheet guys ... It is quite possible that you may find this R.K.O. 77 minute feature booked as the bottom end of a double bill. Don't just let it go at that, eh? I missed it in the screening room, but caught up with it in one of our theatres the other day. It's terrific.

NAKED SEA has to do with tuna fishing, and believe me, it's no child's play ... especially for the people who have to make their living out of it. The narration is extremely well done ... the colour is beautiful ... the whole story designed to keep you on the edge of your seats. In this instance it was miles ahead in entertainment value of the 'first' feature. A full line of advertising accessories is available. Don't make the mistake of sluffing it off. Give it at least half of the total space ... And ... you don't have to be an avid fisherman to enjoy it. It's good, family entertainment.



## END-OF-SCHOOL PARTIES

We're into May now, and it isn't too early to start thinking about the hundreds of thousands of youngsters who'll be pouring out of the schools for their annual summer vacation in something less than two months from now.

This is as good a time as any to start making plans for attracting these youngsters into our theatres. This is a good time to line up special shows ... book attractions of especial interest to the juves ... arrange for stage contests, morning and early afternoon parties, etc. etc. If you really work at it you can probably interest the school authorities in backing your plan for keeping the small fry off the streets, and preferably, in your theatre. All it takes is some sensible planning and a little bit of elbow grease.

And this is a good time to talk to the teachers of the various classes about having an 'end-of-school' party at your theatre. Let them plan it with you ... Let them help you select the attractions ... Maybe they'd like five or ten minutes on the stage ...

It's wide open, guys ... and whether or not you cash in on it is in your hands ... and yours only. We'll help from this end of course ... but YOU'VE got to get the ball rolling. Don't just read this and promptly forget about it DO SOMETHING ... and DO IT NOW.

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## CASH IN CURRENT EVENTS

Jack Mahon advises me that a local athletic club was licensed a few days ago ... by which I presume he means that it was licensed as a liquor outlet. Naturally there was immediate objection by the Ministerial Association of Prince Albert, and Rev. Vickers, head of the association prepared a brief for presentation to the City Council. Jack heard about it, and figured he might as well make it work for him.

Jack phoned Rev. Vickers and invited him and any other members of the Association he cared to bring along, to the Strand theatre, where PHENIX CITY STORY was playing. They attended, and during their audience with the City Fathers, made mention of the film, and what could happen if gambling and vice took over a city. This received top radio and newspaper coverage ... and Jack tells us didn't do the Strand business any harm. That's what I call being right on top of the ball.

## MORE EDITORIALS

Harry Wilson sends along tear sheet of the editorial page of the Chatham Daily News, in which I see a fine editorial titled, "Our Theatres Are Assets to Chatham." This is a good story patterned after similar ones which have been appearing in our press the country over. Got yours in yet?

## MOTHER'S DAY

The florists, gift shops, department stores, confection merchants, are all getting set to reap a harvest of big, fat juicy dollar bills in the next two weeks. Seems to me we too are entitled to at least a piece of this seasonal market. Mother's Day is Sunday, May 13th. Sell it ... and sell it good.

Advertise Saturday as Family Day, in honour of Mom ... Promote some flowers, candy, gift certificates ... for the oldest mother ... the youngest mother ... the Outstanding mother ... Play this event up ... the ladies will get a real thrill out of it, and it won't do you any harm either.

This is still a glamorous business guys ... Play up that glamour, and SELL IT. Nobody's going to do it for you... and I'm giving you plenty of notice. Remember the date ... May 13th, which means that you'll have to get your share of it on the 12th, Saturday. If you come up with something worthy of inclusion in our record ... Send me complete details, will you?

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## STUDENTS TICKETS

I have an excellent suggestion from Ralph Mitcheltree. He wonders just what we're doing to get our sales message across to the teenagers, besides handing them a card and hoping that they'll use it on occasion.

Personally I have seen very little lobby or outside publicity in any of the theatres I visit. It's not a bad idea to get something in your lobby, or in your frames ... for the parents to see, as well as the kids. And how about your newspaper ads ...? Do you ever take the trouble to mention your special student prices? Bet I know the answer.

Ralph suggests that we carry this a step farther, and make up an attractive trailer for use on our screens. We're continually talking about selling more tickets, guys ... well, here's something you can really sink your teeth into ... and you'll be able to judge the results right down to the last ticket, by comparing figures with previous student attendance. Let's really do a ticket-selling job on our young folks, fellows ... but you can't do it by sitting in your office just thinking about it. What this requires ... is ACTION ... and right now ... not when you're asked at our meetings why your student attendance is so bad.

If enough of you are interested, I'm sure Jimmy Nairn will prepare a standard trailer. Can we count you in? Then drop Jimmy a note ... TODAY.

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## AND DON'T FORGET THE SMALL FRY

We want the youngsters in our theatres too, guys. Don't wait for somebody to promote an ELMER deal for you, and forget all about them at the end of the series. Keep after 'em ... week after week, all year around. Could be they'll get to like it.



## HOW TO SELL CANDY

Maybe I should have headed this ... How NOT to sell candy. The guy I'm talking about actually tried not to sell his confections. Sounds crazy? Well, hear this.

One day last week I visited two theatres. One manager told me that his Charms were such a good item that his original order was sold out in the first week, and he was awaiting a new shipment. I drove on to the next town ... and naturally, asked the manager how his Charms were moving. "Not so good," was the answer ... "Just no sale for them." I then asked him where they were, and how did he display them? Rather sheepishly he reached under his popcorn warmer and brought out his display.

Well ... that's the story, and you can guess what I said. How in the world you expect to sell an item when you keep it very carefully hidden out of sight, I'll never know. Charms happen to be one of the most popular confections on the market ... and this livewire didn't even bother telling his customers that he stocked them. That's what I call real selling. And I'm talking about a theatre that can stand a few extra confection bucks to bolster up his sagging grosses. DISPLAY your items, guys ... and you stand a much better chance of MOVING them.

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## A TIMELY SUGGESTION

You get all kinds of bulletins from T.C.L. many of them over Jack's signature. All of them contain helpful hints and suggestions for better merchandising. Don't keep them a deep, dark secret, fellows. Let your confection attendants in on it, huh?

In his latest broadside Jack suggests that you erect an inexpensive confection sales bulletin board in the candy attendant's locker room, or the candy storage room, and post the bulletins on it as they come in ... and after you have read, and digested the contents.

This is an excellent suggestion ... and I'm going to look for that bulletin board in every theatre I visit from now on ... What? Yours is up already? Good boy.

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## UNITED NATIONS' FLAGS

Are you making use of the U.N. flag promotion sent out by T.C.L.? Well, I know that Mel Gow, out in Nanaimo is. Mel has already promoted several cases of Pepsi, boxes of candy etc. and is now working on some bigger prizes.

He hands out the flags with confection purchases, and the prizes will be awarded to the youngsters handing in the best scrap books at the end of a stipulated period. To publicize this, Mel has a display in his lobby, and makes a stage announcement at every Saturday matinee.

How about you? Doing anything about it?



## TEENERS' ADVISORY COUNCILS

Glad to see that Winnipeg has joined Oshawa and Fort William in setting up a form of Student Advisory Council along the lines recommended many many times in these pages. The format is slightly different, but the idea is there, and the end results must turn out the same.

A memo from J.G. Fustey, assistant to Bill Novak at the Capitol furnishes us with some details. Every high school in the city has its own Student Council, presided over by an elected school president. It was decided to initiate the Advisory Council on the president level, which would give good representation in every school in the district.

This deal first had to be sold to the Winnipeg Board of Education, and after several meetings with members of the board their unanimous approval was obtained to the idea and to the title FAMOUS PLAYERS' FILM STUDENT COUNCIL. From this I would assume that all of our F.P. theatres in Winnipeg are in the deal.

Members of the Council are invited to previews of some of the coming attractions, and so far have done a splendid job of publicizing the pictures in their respective schools. Arrangements have been completed with the art department of the School Board to present an art exhibit during the RICHARD III engagement. A deal is also cooking for a Teener's fashion show in conjunction with the annual event staged by the Hudson's Bay Company.

This is just a brief run-down and I shall await further detailed news of this newest council's activities. Congratulations you lads in Winnipeg for the manner in which you have taken hold of this thing. Perhaps now some of our other towns and cities may follow suit.

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## GOOD SELLING PAYS OFF

Placing an ad in the newspaper has become a very stereotyped deal. You get your press book and proof sheets ... select the ads you want, order the mats and send them over to your newspaper ... and that in the majority of cases, is just that. You've done your part ... now it's up to the customers.

TROUBLE WITH HARRY, a fine picture, hasn't been doing quite the business we thought it should, in many situations. I noticed that in Oshawa for some reason or other it really came to life and turned in a whale of a gross. So ... I did some checking, and found what I knew I would.

Al Hartshorn played up Hitchcock's name ... but BIG. He re-designed his newspaper ads to give the caricature of Hitchcock prominent space ... He had Hitchy plastered all over his front and on his marquee. He sold Hitchcock, and Hitchcock sold TROUBLE WITH HARRY. Just as simple as that.

And that my friends is the difference between letting George do it ... and doing it yourself. Of course you have to know how ... and that comes only through practice.

## SELLING THE PICTURE

It's a strange thing ... or maybe not so strange, that you can look at the results of a certain engagement, and pretty well tell whether any effort had gone into its selling ... or none. This applies particularly to so-called borderline attractions, and is conclusively proven by the fact that some theatres manage to turn in reasonably good grosses, while others just die on their feet. There must be a reason ... and we know what it is.

Let's take DAY OF TRIUMPH, I have the results of several engagements before me. Some are very good ... others very bad. Let's take one of the good ones.

Ted Doney had it booked in Guelph. He didn't sit back and wait, and hope. He went after it. He contacted all the clergy in town, and all the schools. The clergy boosted it from their pulpits ... and the separate schools permitted entire classes to visit the theatre in the afternoons. But, Ted had to keep needling and making phone calls ... and it paid off. On his four matinees, mid-week, he played to 1200 school children, and that, in Guelph is exceptional to say the least.

How did your results stack up, eh? If you haven't played it yet ... but have it booked, go after this business. It's there to be had ... but it isn't going to come begging.

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## MIDNIGHT SHOWS

Doing anything about a midnight show on Sunday, May 20th? The next day is a statutory holiday you know. Think about it, eh? And don't forget to let your booker in on it if you should decide to hold one. The sooner you speak up, the better choice you'll have. It's just as simple as that.

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## BOOKS OF TICKETS

Did you remember to tell the members of your staff that now they can earn 10% on the sale of books of tickets all the year 'round? Have you followed up on this? Any results? This is a very important source of revenue guys ... and you shouldn't just sluff it off. Organize it as you do during the Christmas season ... and don't forget ... Mother's Day is just around the corner.

Olga Frenette, away up in the Soo decided that she'd better do something about moving some extra books, and got in touch with the executives of the various Home and School associations in town. They liked the idea, and one immediately placed an order for \$50.00 worth of student and child tickets. The others will probably follow suit. It can run into a fair chunk of dough in a year's time.

There's a good lead fellows ... and a new approach. Try it on your H & S people, will you? And don't forget to get your staff together and explain the new deal to them. Could be that they're interested in knocking off some extra dough.



## THE "HI-FI" CRAZE

Today when one shops for a record player ... it isn't just an ordinary record player, like you and I used to be satisfied with. No sir ... it's got to be a HI-FI deal, with its Woofers and Tweeters and Squawkers, and what have you. Special speakers are designed to get the most out of the high, low and middle sound frequencies ... and naturally, the records you buy must be HI-FI records. It's become quite a craze ... ask any teen-ager.

In Winnipeg they decided to try and cash in on this ... on the suggestion of Charles Haysom, projectionist at the Uptown theatre. Don MacKenzie and Charlie Maybee put in a little work and adapted the theatre's hi-fidelity sound system to permit the playing of HI-FI records. This was tried out for half an hour preceding the weekly Sneak Preview and met with instant success. Radio station C J O B provided their number one disc jock who spun the platters with suitable commentary between numbers. The teeners in the audience ate it up.

The lads are now working on a regular Friday night HI-FI session aimed strictly at the teeners. Local record companies are happy to provide the necessary platters, and the audience is invited to send in requests which will be filled in the order they are received.

Sounds like a terrific deal ... and exactly what we have been talking about all this time. You've got to keep trying new and novel ideas ... no matter how crazy they may appear at the start. Keep me advised guys, so I can pass the information along to the rest of our gang.

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## FASHION SHOWS

Anything that attracts patronage is good for our business. That's basic common sense. Fashion shows seem to be the order of the day, and more and more managers are beginning to cash in on their appeal. It isn't restricted to first run theatres, as witness what Mrs. Beryl Goodwin, manager of the Scarboro ... a sub-run in Toronto was able to accomplish.

75% of the Scarboro's trade is strictly teen-age, and Mrs. Goodwin takes full advantage of this fact. Her latest gimmick was a model and fashion show for non-professional teen-age models, in co-operation with a local wholesale dress house. Application cards were passed out at the theatre and schools. Thirty applicants were screened at the theatre on a Sunday, and nine selected to do the modeling. On the night of the contest these nine were expertly fitted by the wardrobe mistress of the dress firm, and strutted their stuff on the theatre stage. The winners were awarded prizes promoted for the occasion. The boxoffice really jingled ... and get this ... The local Telegram sent down a reporter and photog. and a picture of the winner plus excellent theatre credits and a good story appeared on the FRONT PAGE of the following day's paper.

That's what I call real selling, and real Public Relations, and our congratulations to Beryl Goodwin on an excellent job.

## A FEW GEERING-ISMS

Pipe the new style guys ... the boy's really on the beam. Looks like we'll have to promote him to our editorial staff. Anyhow ... what he says makes sense. Read it carefully.

"The term 'employee only' used in the recent bulletin announcing the continuation of the 10% commission on Famous Players' book ticket sales was not used with the intention of excluding an employee from using the services of his family members to promote sales on his behalf ..."

"Fathers, mothers, sisters, brothers, wives or husbands are permitted to join our employees in book sales promotions ... provided that the regulations established and which, accompanied the general announcement are recognized and adhered to. So ... put the members of your families to work gang ... and the members of your employees' families. It can quite possibly result in an awful lot of additional sales."

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"You know ... or do you ... that we have to pay a seat tax in most provinces, and also an annual fee based on seating capacity to a society called C.A.P.A.C. - so, when you read this, take a note of the capacity and breakdown shown on your T-144 report, and check this - BY ACTUAL COUNT - of your seats. Correct the record on your T-144, and mail the correction, if any, to Norm Jackson ... with the date of the change. There may be some hidden savings there that you are unaware of."

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"Spring is the season when a young man's fancy turns, etc. etc., so, what happens? Harry Vowles who zealously guards our tickets and excess properties, has slipped a diamond on the third finger left hand of Lillian Pooley, secretary to Paramount's Gordon Lightstone, and now they're going steady. Congratulations Harry and Lillian from all of us in this corner ..."

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"Look here chappies ... if you fail to measure your newspaper space when you receive your bills from the publishers, quite often, and strictly by accident you may be overcharged. It has happened. In the case of one particular overcharge, the publisher and not our manager spotted the error which resulted in a substantial refund. So ... watch those bucks, will you guys? And ... at all times measure your lineage against the invoice before making payment."

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Thanks Dick ... we're always glad to hear from you. Just heard that you're buzzing off for a couple of weeks' vacation ... Take it easy boy ... and have yourself a good time, and a good rest. We'll be awaiting your return, and more of your snappy chit-chat. See you soon, huh?



## DRUMBEATS ALONG THE F.P. TRAIL

As a preface to this portion of our BALLYHOO I should like to say this. In the past I have tried to mention the name of every single manager who wrote in ... even if he only did so out of sheer boredom ... and believe me, from some of the material I have received it would seem that that was the only reason.

I've been thinking ... and it seems kinda silly, and a waste of time, effort and paper, to mention in issue after issue the fact that a man was successful in planting half a dozen window cards, or a scene mat in the local paper, or even got rid of a couple of thousand heralds as the sum total of his merchandising activities. That's not selling, fellows ... it's just an excuse, and a pretty lame one at that.

In future we're going to hand-pick the ones we're going to write about. That doesn't mean that this is your signal to up and quit on us. That's the easy way out. I still want you to continue sending in your weekly merchandising report ... but, if there doesn't happen to be anything in your report which may be of some value to the rest of our guys ... well, I'll just have to skip it, and look for something better from you next time.

So ... if you don't see your name in print as often as you'd like, don't blame us. Just take a quick glance at what you had been sending in, and maybe you'll find the answer.

But why be satisfied with that? If you make up your mind to do a real selling job on EVERY attraction you play ... If you concentrate all of your energies on getting the very most out of every single bit of film that hits your screen ... If you make a real stab at improving your Public Relations in your town ... then you have nothing to worry about, and we'll have plenty of good material to keep us going for years and years.

It's just as simple as that, guys. I'll report anything you do in the line of selling activities, providing that YOU DO IT. But please ... don't expect me to try and build a story out of a few handbills or a paid radio spot.

And remember ... this sheet of ours is read by the right people, and the more often your name appears, the better impression you'll make ... and the better your chances of getting what you're after in this business of ours.

Guess I've said my piece ... now it's up to you. What are you going to do about it?

Wanna see your name in print? Want to make sure that your efforts are being recognized? Want the rest of the boys on the circuit to know that you're holding up your end?

So what are you waiting for?

You can't stand still fella ... Gotta either move forward or back, and YOU'RE the only one who can tell and decide in which direction you're headed.

## ORPHEUM - SOO

For her engagement of ROSE TATTOO, Olga promoted 200 Dale roses from the local Blossom Shop, which she handed out to the first 200 ladies attending her opening evening performance. This was well publicized by the flower shop over their daily radio program, and also in a fair-sized newspaper ad, crediting the theatre and pic.

Olga arranged to borrow a half-ton truck, bannered it with good, eye-catching art and copy, and had it driven all over town and throughout the surrounding territory for one full week in advance of her showing.

Virenese Ladies' Wear, one of the town's better stores, put in a full, prize-winning ladies' style window, literally loaded with stills and art, including a giant blow-up of Anna Magnani. The Lois Style Shop came through with a similar deal. Window displays were also arranged with the Blossom Shop, the new Record Bar and the James Street Furniture Store.

W S O O featured the sound track recordings, with liberal theatre mention for one full week in advance. Olga arranged for a T.V. trailer to be flown in from New York, and the local station ran it on the Sunday night before opening ... at no cost.

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## CAPITOL - BRANDON

Len Turoldo advises that his ELMER shows were so successful that he ran an extra one ... making it eleven in all. What I am particularly interested in is that each and every one was a complete sell out ... Take note some of you guys who play to two or three hundred kids and think you're doing a whale of a job.

At the conclusion of the series, the local daily carried good pictures and stories of the prize awards.

Len's interested in extra income, and has just completed arrangements with the local U.C.T. to present their annual Marble Derby Show on his stage. The theatre nets over \$150.00 from this deal, and that ain't marbles ... ho hum. Len also has on his schedule a Pepsi show, with the drink firm buying out his entire house at .15¢ per seat for a Saturday morning bottle cap show. And how're the rest of you guys doin'? Huh?

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## CAPITOL - SUDBURY

For his engagement of ANYTHING GOES, Jeff arranged a really terrific display in the front window of the Melody Music Store. The merchant kicked in good announcements on every one of his daily radio programs during the run. Similar window displays were placed in Kresges and other music stores in the city.

In addition Jeff made good use of the Lustre-Creme promotion, tying in all the drug stores in the city and surrounding area.



## CAPITOL - WINNIPEG

The lads in Winnipeg really sold CinemaScope 55 ... and what a job they did on it, and wound up with more and better publicity on CAROUSEL than any picture has had in a long time. They weren't satisfied with just the usual type of demonstration slanted at the people in this business ... They went after the ticket-buyers.

On the evening before the demonstration, arrangements were made to interview Pete Myers and a New York technician, Larry Jones over C B W T -TV. During this interview composite stills of the new process were flashed on the screen, with Mr. Jones explaining in layman's terms the technical changes. It is estimated that over 30,000 viewers saw this ... and naturally, the accent was on CAROUSEL.

For the demonstration proper they made sure that key men on the newspapers, radio, T.V. were present, as well as the heads of all organized music groups in the city, civic officials, Chamber of Commerce, Service clubs etc. etc. The word-of-mouth publicity was terrific.

Both the Winnipeg Free Press and the Tribune covered this event with stories and pics, with full theatre credits. Both radio stations gave out with lots of good time, and duplicated the T.V. interview reported above.

For the actual playdate on CAROUSEL, personal letters were sent out to every possible interested party ... musical groups, music and radio stores, record dealers etc. etc. Good windows in every major music store in the city, including a Portage Ave. one in the Hudson's Bay Company store, resulted.

All local radio stations bombarded their listeners with selections from the sound track recording ... throughout the run of the pic. C.J O B ran a 'Guess the tune' contest on their popular "Ladies' Choice" program, with good theatre and pic mention, and a few Oakleys as prizes.

Capitol records ran an excellent co-op ad in both daily newspapers, 210 lines in each. The Hudson's Bay Company devoted space in their daily ads to a cut of the CAROUSEL album with good credits. The theatre pages in both papers were literally loaded with good art and copy, and the commentators went overboard in their space and their support. All in all a most comprehensive campaign. Thanks for sending it along, fellows.

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## CAPITOL - WELLAND

For his TARGET ZERO date, Les Mitchell arranged with the C.O. of the local regiment to have a field gun and crew in front of his theatre, and it really caused some excitement. When he played TEXAS LADY, Les invited the lady employees on the newspaper attend as his guests. This resulted in an excellent picture and good story in the following day's editions ... with good credits.

### ROYAL - VICTORIA

For I'LL CRY TOMORROW, Cliff Denham arranged with the American News Company to banner all of their truck serving this area. They also placed good-sized cards on the counters of all stores handling the pocket edition of the book.

On ANYTHING GOES, Cliff took full advantage of the Lustre-Creme tie-up arranged by Bert Brown, and wound up with excellent displays in ten local drug stores. The Lustre-Creme people also paid for a large display ad in the local daily, and arranged for excellent radio coverage.

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### ALGOMA - SOO

For his FOREVER DARLING engagement, Norm tied in with the local Dodge dealer who provided a brand new model which was bannered and driven around the city. In the evenings it was parked outside the theatre. An excellent display in Moore's Music Store window. All Speedy Delivery trucks well bannered throughout the engagement.

When he played I'LL CRY TOMORROW, Norm arranged a very exciting display of fashions and luggage in Virenese Department store, as well as good window in Moore's Music Store. In co-operation with American News, every store in the area handling the pocket edition of the book was covered with very colourful displays. Good supporting radio coverage.

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### CAPITOL - ST. KITTS

I see photos of several excellent window displays on Vern's date of I'LL CRY TOMORROW. C K T B gave with some good free time, featuring musical selections from the pic plus good theatre credits. The Public Library permitted a mounted display during the playdates.

When he played DAY OF TRIUMPH, Vern personally contacted every member of the Ministerial Association and received their complete support. Several ministers made pulpit announcements, and included mention in their weekly bulletins. Several Sunday School classes attended some of his matinees in a body.

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### CAPITOL - ROUYN

Bob Martino played ROSE TATTOO shortly after the Academy Awards were announced, and really played this up in his selling. He had two giant banners, featuring Anna Magnani, made up, and had these hung on either side of a vacant building situated on one of the busier corners in the city. The local Italian Club was contacted and sent out special notices to their membership, as well as devoting good plugs on their weekly radio program. Several local book stores used good counter and window displays.



## CAPITOL - VANCOUVER

Maynard Joiner sends along some terrific material covering Charlie Doctor's activities on behalf of CAROUSEL. Don't know why Charlie can't send it in himself ... however, it's here, so let's take a look at it.

Charlie really did it up brown. He started the ball rolling well in advance with terrific radio and T.V. coverage ... and took advantage of the free T.V. clip service from New York. K V O S -TV gave this excellent coverage, free. Two record distributors climbed on the band wagon ... Decca and Capitol ... and between them promoted 23 good music store windows in the area. Capitol also tied in with their Hi-Fi demonstration, and used a theatre lobby hook-up for a continuous playing of the CAROUSEL long-play record, with frequent pic and theatre announcement breaks.

One of the most successful promotions in some time was the one Charlie arranged with the Snow's Clam Chowder people. All I have to go by is a copy of Charlie's weekly manager's letter, so I may be a little out in my facts, but this is what it looks like to me.

The Snow's people appropriated \$4,000.00 to toss into this promotion. An excellent display of their products was set up in the theatre lobby, with servings of the chowder to all who desired it. Paid display space was used in every local paper, and excellent displays in just about every food store in the Vancouver area ... \$750.00 worth of model sailboats, as well as \$350.00 worth of theatre tickets were used as prizes ... but Charlie neglects to tell what the prizes were for. How about it Chazz?

Snow's advertising agency sent out one of the finest brochures I have ever seen to the executives and publicity directors of their 78 wholesale food distributors. This was followed up by direct contact by members of their sales force. The trade was then flooded by 11x14 and 22x28 combination Snow's and CAROUSEL posters, each stamped with the theatre and playdates. Thousands of special heralds were distributed to all the food stores in the city, with suggestions for tying into this promotion.

Several local chain and department stores used full-page Easter displays, incorporating CAROUSEL art in their layouts ... Now to get back to the chowder ... It seems that the Snow people demonstrated and sampled their product for something like 102 hours in the theatre, and this rated a good sized story for the film and theatre on the Women's page of the Province. Several department stores also used the sampling, and in every instance CAROUSEL displays were prominently displayed.

\$500.00 worth of the model sailboats were provided by the distributors and these were used as prizes on one of the most popular radio shows in town. Hundreds of dollars of free publicity for the theatre and the canning company resulted.

And just so's we won't forget about the confection revenue, Charlie promoted another 25 boats, plus several cases of the chowder, which were used as prizes to promote the sale of 20¢ drinks. Some of the cups were stamped with a star ... and they were the winners.

A most comprehensive campaign Charlie ... and a swell job of selling,

## METROPOLITAN - WINNIPEG

Nice to hear from Eddie Newman again ... he's been out of these pages for a long .. much too long, time. Eddie advises that for his COURT JESTER date he arranged to screen this pic for the members of the newly formed Students' Film Council, who endorsed it on the bulletin boards in their respective schools. It was also screened for the radio, T.V. and newspaper people, and sales personnel from all local music stores.

Most of the deejays set up contests to run concurrently with the showing of the feature, with records donated by the Decca people as prizes. Needless to say a great deal of free publicity resulted.

When he played COCKLESHELL HEROES, Eddie was able, through the cooperation of the local Navy League, to get a 40 foot model of the St. Laurent, which he used for a most effective lobby display well in advance of his opening date. On opening night the league's 50 piece band and four divisions of the Winnipeg Sea Cadets paraded to the theatre. The band performed on the stage and certainly lent colour to the overall proceedings.

In regard to THE SWAN, Eddie passes along the information that while business is good, it is almost entirely female trade ... and mostly matinee at that. He suggests that the advertising approach be slanted at the gals, with some gimmicks tossed in to attract them to the evening performances. You might think about this ... and, do something about it.

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## CAPITOL - LONDON

Murray Summerville, house manager, sends along details of their campaign on CAROUSEL, and it looks good. The basic tie-up was with the Capitol Records, who came through with excellent display material for both the lobby and many local windows. In addition they provided a dozen L.P. records which were used as prizes in a good radio contest. Every deejay on the air plugged the tunes and pic all week.

Some of the excellent windows promoted for this date were Heintzman's ... Simpsons ... and the C F P L display window. I have pics of these windows and they really do a selling job.

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Well, that looks like it for this issue guys ... Some of you will have to do a lot better than you have been if you want the right kind of mention in this sheet. To our steady contributors ... thanks; and keep your stuff coming. This is YOUR ... and I mean that ... YOUR BALLYHOO. It's awfully easy to let the other guy carry the load, but there's a lot more satisfaction in knowing that YOU too helped a little. Right? Well ... see you in a couple of weeks' time. In the meantime ... keep BALLYHOOIN'.